

CHECKLIST: Improve Healthcare Professional Education

Physicians are scientists by nature, with a natural curiosity for medical knowledge. They seek quality educational content and increasingly look to pharma to provide it. In today's confusing and complex digital environment, effective promotional medical education programs integrate both branded and unbranded content into personal and nonpersonal initiatives that seamlessly work together to give physicians what they seek.

A “surround-sound” ecosystem approach to education helps you better deliver information, engage HCPs with content they find valuable, and improve their retention of information in a noisy virtual world. These practical tips will help you create your own educational ecosystem.

TOPIC	CHALLENGE
Target audiences effectively 	I need to determine which channels are the most effective to educate my target audience. <ul style="list-style-type: none"><input type="checkbox"/> Identify the channels your specific audience uses most when seeking medical information<input type="checkbox"/> Understand your audience's preferences for content format<input type="checkbox"/> Use social listening to track more natural audience conversations beyond advisory boards<input type="checkbox"/> Deploy AI-enabled personality reports to determine how to interact most effectively with KOLs
Compelling content creation 	I need to create compelling content that gets seen and remembered. <ul style="list-style-type: none"><input type="checkbox"/> Create a story arc backbone built on compelling science to appeal to audience emotions<input type="checkbox"/> Incorporate patient voices into your content or programs<input type="checkbox"/> Account for individuals' different learning styles and create content in various formats<input type="checkbox"/> Develop a consistent visual identity to gain attention, create an emotional connection, and communicate quickly and efficiently
Efficient delivery to HCPs 	I need to break through the digital clutter and get the physician's attention. <ul style="list-style-type: none"><input type="checkbox"/> Before using your collateral and slides, apply AI-driven attention analysis simulations to predict their impact and effectiveness<input type="checkbox"/> Break content down into small, easy-to-digest chunks that are seeded across various channels<input type="checkbox"/> Develop an educational content hub to deliver the information your audience seeks<input type="checkbox"/> Harness new engagement platforms and different content formats (eg, quizzes, cases, articles) to interact with HCPs
Message follow-ups and reinforcement 	I need to ensure that my audience remembers the information I give them. <ul style="list-style-type: none"><input type="checkbox"/> Space out messaging in a sequential pattern that tells a logical story<input type="checkbox"/> Combat the forgetting curve to ensure recall by repeating content in spaced intervals over time<input type="checkbox"/> Maximize customer relationship management platforms for nonpersonal follow-ups<input type="checkbox"/> Tie in-person/virtual events to nonpersonal educational outreach with list matching
Measuring impact 	I need to find a way to truly measure the effectiveness of my educational programs. <ul style="list-style-type: none"><input type="checkbox"/> Establish KPIs and clear campaign objectives<input type="checkbox"/> Deploy surveys or field discussions to assess shifts in knowledge, attitude, or intent<input type="checkbox"/> Analyze data from social mentions and broader customer conversations to show audience belief shifts and any increased product advocacy following campaigns<input type="checkbox"/> Harness database sources to understand diagnostic or treatment impacts—prescription lift or testing activity—to measure behavior changes